

**IN THE SPECIFICATION (with reference to the translation of the application  
as amended during international preliminary examination, filed herewith):**

Immediately after the title, please insert the following heading:

**BACKGROUND OF THE INVENTION**

The heading on page 1, line 5 has been changed as follows:

~~Description:~~ **Field of the Invention**

On page 1, line 16 please insert a heading as follows:

**Description of Related Technology**

On page 3, at line 23, please insert the following heading:

**GENERAL DESCRIPTION OF THE INVENTION**

On page 3, please amend the paragraphs beginning at line 24 as follows:

Consequently, the ~~objective of the present invention is to provide~~ provides a method for ordering and performing printing services and mailing services in a system in which a user is location-independent and, in a way that involves little effort on his part, can generate an order for an individual piece of mail that is to be printed and sent, whereby the user has a great deal of freedom in selecting the design of the mail.

The ~~objective of the invention is also to provide~~ provides a system for carrying out a method for ordering and performing individual printing services and mailing services in which an order for mail that is to be individually printed and mailed can be generated by a

user in a way that is location-independent and that involves little effort on his part, whereby the user has a great deal of freedom in selecting the design of the mail.

~~The objective is achieved according to the invention by a method having the features of Claim 1. The objective is also achieved by a system having the features of Claims 25 and 26.~~

~~Advantageous embodiments of the invention are the subject matter of Claims 2 to 24 and Claims 27 to 29.~~

The method according to the invention provides for an automated ordering and performing of printing services and mailing services in a mailing service system, with which the order data for mail to be printed and sent is generated by a mobile terminal. The method is characterized by several steps, starting with the generation of order data by means of a mobile terminal, whereby the order data ~~consists of~~ includes at least one image motif and of delivery information. The motif can be purely an image or else image-text combinations.

On page 6, please amend the paragraph beginning at line 1 as follows:

In an especially preferred embodiment of the invention, the mail to be printed and sent is a postcard typically having an image motif side and a text side with a greeting text and delivery information. The mobile terminal employed is, for example, a mobile telephone. Here, it has proven to be advantageous to use terminals that support the Multimedia Messaging Standard (MMS). The transmission of MMS data makes it possible to send text, melodies, images and video sequences, whereby the message length, the design and the file size of an MMS message are advantageously unlimited. Therefore, a user can employ a mobile terminal to generate order data in the form of an MMS message ~~consisting of~~

including at least one image motif and of delivery information for mail such as a postcard.

The image motif can be generated by the mobile terminal itself or else can be loaded onto it by another medium such as, for example, a digital camera. Thus, a user can send any desired image motif in the form of a postcard, which gives him a wide range of design options. A greeting text can also be entered freely, for example, via the keypad of a mobile telephone, whereby only the maximum length of the text is limited.

On page 7, please amend the paragraphs beginning at line 7 as follows:

The system according to the invention for the automated performing of printing services and mailing services, in which an order for mail to be printed and sent can be generated by a user on a mobile terminal, ~~comprises~~ includes several components. The system ~~consists essentially of~~ generally includes at least one mobile system in conjunction with a mailing service system. However, other components can also be integrated. A mobile system is typically operated by a mobile telephone company in the form of a mobile wireless network with the associated components. Here, several different mobile wireless networks can be connected to the mailing service system. Each mobile system preferably ~~consists of~~ includes several mobile terminals for generating order data, a preparation component for preparing the order data and means for transmitting the order data from the mobile terminal to this preparation component. The mobile system also ~~comprises~~ includes a database for storing data and computing means for preparing data as well as an invoicing component. The computing means is typically at least one server.

Typically, a mobile system ~~comprises~~ includes a plurality of mobile terminals that are connected via data transmission routes such as a GSM network or a UTMS network to one or more preparation components.

A mailing service system for ordering and performing printing services and mailing services can be operated, for example, by a postal service provider and can have various components for the automation of the processes. Such a system preferably ~~consists of~~ includes at least one interface for accepting order data, a database for data and application management, an editing component for editing order data into printing orders, a printing production component for generating mail and an invoicing component for invoicing for the printing service and/or for the mailing service.

The entire system according to the invention includes ~~comprises~~ – in addition to a mobile system – a verification and processing component for preparing order data and a database for storing order data as well as means for receiving and sending data. The verification and processing component carries out a verification and/or a processing of the order data according to prescribed specifications. Preferably, a filtering and a validation of the order data are carried out here.

On page 10, immediately before the paragraph beginning at line 1, please insert the following heading:

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

On page 10, please amend the paragraph beginning at line 1 as follows:

Additional advantages, special features and practical embodiments of the invention ~~can be gleaned~~ will be apparent from the ~~subordinate claims and from the following~~ description ~~below~~ of preferred embodiments of the invention, making reference to drawings.

On page 10, immediately before the paragraph beginning at line 14, please insert the following heading:

### **DETAILED DESCRIPTION**

On page 10, please amend the paragraph beginning at line 14 as follows:

Figure 1 shows an especially preferred embodiment of the system according to the invention for the automated ordering of printing services and mailing services via a mobile terminal 80. The system ~~consists of~~ includes at least one mailing service system 10 and one mobile system 11. In the figure, the individual systems are delineated vis-à-vis other components by broken lines in order to illustrate which components are advantageous for the operation of the individual systems. However, various components can be omitted or additionally integrated.

On page 11, please amend the paragraphs beginning at line 10 as follows:

The database 31 is also connected to an editing component 70 for generating printing orders and to a printing production component 50 to which the generated printing orders are transmitted so that the mail can be produced. The system 10 also ~~comprises~~ includes an invoicing component 91 that serves to invoice for the printing service and the mailing service provided by the system.

The editing component 70 of the mailing service system 10 preferably ~~comprises~~ includes at least two components that are referred to here as back-end services 71 and 72.

One of these components serves to generate the image motif whereas the other component generates preview data and printing data. The printing production component 50 can be a fixed component of the mailing service system or can be connected to the system modularly.

This can be, for example, one or more printing service providers that print mail on behalf of the system. The printing production component generates mail 40 on the basis of the received data and then transfers the mail to a distribution system 90. The distribution system can ~~comprise~~ include various sorting and distribution means for delivering mail to a recipient on the basis of the delivery information provided by the user. In an especially preferred embodiment of the invention, a connection exists between the printing production component 50 and an invoicing component 91, so that a message about printing and/or sending that has been carried out can be sent to this invoicing component.

The second essential component of the system according to the invention ~~consists of~~ includes a mobile system 11. Here, one or more mobile systems can be connected to the mailing service system 10. Each mobile system preferably ~~consists of~~ includes at least one mobile terminal 80 for generating order data, a preparation component 92 for preparing the order data and a means for transmitting the order data from the mobile terminal to this preparation component. Typically, a mobile system ~~comprises~~ includes a plurality of mobile terminals that are connected to one or more preparation components via data transmission routes such as a GSM network or a UTM network.

On page 13, please amend the paragraph beginning at line 10 as follows:

The user enters the delivery information needed for an order, for example, via the keypad of the mobile device. The delivery information ~~comprises~~ includes at least the name of the recipient and his address with the street, postal code and city. In addition, the user can enter a greeting text. The length of this text is limited. Advantageously, the maximum length of the text is shown to the user.

On page 14, please amend the paragraphs beginning at line 7 as follows:

The verification and processing component 81 receives the MMS data from the transmitting computers. The transmission is preferably carried out via a coordinated protocol such as the smtp-protocol. In a first step, the MMS data is filtered out. For example, only MMS data from computers with defined IP addresses or MMS data that also ~~comprises~~ includes image information is accepted. If the MMS data does not contain any image data, it can either be declared to be erroneous or the missing image motif is replaced by a standard image motif. Moreover, the filters can be spam filters that filter out undesired and unsolicited advertising and mass-mailing orders. Furthermore, MMS data without images and MMS data that does not match defined size specifications can be filtered out. In an especially preferred embodiment of the invention, MMS texts that do not contain defined characters or character strings are likewise sorted out. For example, texts without postal codes or without separators can be sorted out.

In a second step, the text information of the MMS data undergoes a validation. The validation can ~~comprise~~ include the checking and correction of the syntax and/or the semantics. The syntax can be adapted to the user input and results, for example, in: <name1>, <name2>, <street>, <postal code>, <city> and <text of maximum length>.

The syntax validation can also ~~emprise~~ include an automatic syntax correction that is used in defined cases. For example, the separator “semicolon” is changed into the separator “comma” that, according to a syntax rule, can be obligatory. Moreover, the syntax validation checks the text length and shortens the text if it has exceeded the permissible number of characters.

On page 16, please amend the paragraph beginning at line 14 as follows:

The interface 30 transfers the order data to an editing component 70 of the mailing service system 10. In an especially preferred embodiment of the invention, the editing component 70 ~~emprises~~ includes two so-called back-end services that preferably generate the PDF files needed for the subsequent printing production component 50. One back-end service 71 for producing image motifs generates printing data for the image motif. Another component 72 for producing text layouts generates a print-PDF of the text page. The print files are preferably generated as PDF files in a special postcard format that has, for example, crop marks and an additional edge so as to simplify the cutting of the postcard on the produced printing sheets.

On page 18, please amend the paragraph beginning at line 1 as follows:

The documents to be printed ~~consist of~~ include a production text page 100 and a production image motif page 110, as shown positioned next to each other in Figure 2. The production text page 100 can contain, for example, elements such as the card text 101, delivery information (recipient address) 102, information on the copyright 103, a company logo 104, a postage indicium or a postage stamp 105, a prepaid postage marking 106 and/or a graphic element in the form of a vertical line 107 for dividing the postcard into two sections. Company logos or other customer-individual graphics, for example, can also be integrated



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into the image motif side of the postcard. The layout of this page can be predefined, whereby advantageously, certain parameters such as margins and distances can be configured.

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